



39th Annual Missouri Governor's Conference on Agriculture

"SURVIVE AND THRIVE IN 2005"

Agriculture has always been at the crossroads of our communities. It is the center of economic survival and the cornerstone of our daily lives.

The 39th Annual Governor's Conference on Agriculture, themed "Survive and Thrive in 2005," brings the agriculture community together to address current industry trends and future endeavors. Here they will share success stories and creative approaches to market opportunities, enhanced communication and community planning.

The Missouri Governor's Conference on Agriculture is a great opportunity to network, learn about new and emerging opportunities, find out what has worked and what hasn't, and engage in discussion about priorities. Conference speakers will also show us that entrepreneurs in agriculture are not only surviving, but *thriving* in today's economy.

Mark Your Calendar!

The 2005 Missouri Governor's Conference on Agriculture is scheduled for December 11-13 at Tan-Tar-A Resort.

CONFERENCE AGENDA

SUNDAY, DEC. 12

Noon – 7:00 p.m. **Registration**

5:00 – 7:00 p.m. *A Taste of AgriMissouri*
Reception, Grand Ballroom –
Enjoy a sampling of Missouri's
finest foods and beverages
while visiting with Missouri's
agricultural leaders. Also,
participate in the annual benefit
auction for the Agricultural
Leadership of Tomorrow
(ALOT) and 4-H programs.

8:00 – 10:00 p.m. Hospitality Suite, Parasol I –
**Sponsored by Missouri Corn
Growers Association**

MONDAY, DEC. 13

7:00 – 8:00 a.m. Breakfast Buffet, Windgate Hall
**Sponsored by Missouri Ag
Industries Council & Monsanto**

8:00 a.m. Welcome/Opening Session,
Salon A
Peter Hofherr, Director of
Agriculture

8:30 a.m. Special Guest, Salon A
Governor Bob Holden

9:00 – 10:00 a.m. *Survival Success Stories –
Boomtown USA*, Salon A
Jack Schultz, CEO of Agracel,
Inc and Harvard grad, will show
the agriculture industry how
other communities have
succeeded in differentiating
themselves and survived!

10:00 – 10:30 a.m. Networking Break
**Sponsored by Bunge North
America**

10:30 – 11:30 a.m. *Agriculture as a Rural
Development Strategy*,
Salon A, Moderated by Jack
Schultz – Short panelist
presentations using examples of
success followed by participant
discussions; Agritourism –
Mark Rose, USDA/NRCS; Iowa
Area Development Group, Rand
Fisher, President

11:45 a.m. – 1:15 p.m. Luncheon, Salons B & C
FFA Awards Presentation
**Sponsored by Nestle Purina
Pet Care Co. & Syngenta Crop
Protection**

1:30 – 4:00 p.m. *Survival Essentials* – Breakout
Sessions

1:30 – 2:30 p.m. Breakout Session I

2:30 – 3:00 p.m. Networking Break
**Sponsored by Cargill Turkey
Products**

3:00 – 4:00 p.m. Breakout Session II



Producer to Consumer— Track 1, Salon A

Cynthia Haskins, Marketing Consultant; Rusty Lee, Producer, This interactive session will show you how to work with retailers, identify current consumer trends, and align your business structure.

Marketing/Branding – Track 2, Parasol 1

Stephen Barr, Osborn & Barr
Jeff Whetstone, Osborn & Barr
This session will show you how to develop a successful marketing plan and position your organization in the marketplace.

Effective Communication – Track 3, Windgate 72

Paul Ladehoff, Director, University of Missouri-Columbia, Campus Mediation Service, Turn “no” into “yes” with effective communication. Learn key negotiation skills that can be applied to any situation.

5:00 – 6:00 p.m. Cocktail Reception, Windgate Hall Sponsored by NeCo Seeds

6:00 – 8:00 p.m. **A Bountiful Banquet, Salon B & C**
Sponsored by Archer Daniels Midland Company, A very unique visual presentation that will teach you strategies to achieve incredible results in customer service, teamwork, management and times of change. Learn how to survive change and keep a strong mental attitude in stressful times. **The Chalk Man** – Sam Glenn

8:30 p.m. Networking Rendezvous, Lobby Lounge

TUESDAY, DEC. 14

7:00 – 8:00 a.m. Breakfast Buffet, Windgate Hall, Sponsored by John Deere Company

8:00 – 8:45 a.m. **Survival Outlook, Salon A**
Dr. Michael Boehlje, Agribusiness Professor, Purdue University, What will it take to survive? Here's a look at new opportunities, trends, change, consumer preferences, generational differences and more. You will be challenged to think strategically and to embrace change through creative and innovative management.

8:45 – 9:15 a.m. Networking Break, Windgate Hall, Sponsored by MFA, Inc.

9:15 – 10:00 a.m. **Industry Survival Outlook, Salon A**, Moderated by Dr. Michael Boehlje; Brent Bryant, Executive Vice President, Missouri Cattleman's Association; Gary Marshall, Executive Director, Missouri Corn Growers Association; Don Nikodim, Executive Vice President, Missouri Pork Association; Dale Ludwig, Executive Director, Missouri Soybean Association

10:15 – 11:00 a.m. **The Leadership Challenge – Salon A**, Learn what the real definition of leadership is and ten ways a leader needs to think. Add enthusiasm to your life and career and dream for success. Steve Siemens, Siemens People Builders

11:00 a.m. Closing Session

11:30 a.m. Adjourn

SPEAKER BIOGRAPHIES

Peter Hofherr, Director of Agriculture

Prior to being appointed director of agriculture, Peter served as the department's deputy director since February 2001. Before joining the state agriculture department, he ran his family's business, St. James Winery. He also worked for Coopers and Lybrand and BDO Seidman, a consulting firm. A chartered financial analyst, Peter holds a bachelor's degree in microbiology from Auburn University and a master's degree in business administration from Georgia State University.

Governor Bob Holden

Before taking the oath as Missouri's 53rd governor on Jan. 8, 2001, Governor Bob Holden served two four-year terms as state treasurer. Raised on a farm near Birch Tree in south central Missouri, Gov. Holden began his career in public service after graduating from Southwest Missouri State University with a degree in political science.

Jack Schultz, CEO, Agracel Inc.

Jack is the CEO of Agracel, Inc. and Industrial Development firm specializing in the agurban™ market. Since its inception in 1986, Agracel's focus and passion has been to facilitate new jobs in the hi-tech and manufacturing sectors specializing in small town America. Agracel, Inc. has projects in eight states and has developed more than four million square feet of industrial space on long-term leases, several commercial office buildings and manages fourteen industrial, office and commercial parks. Jack earned a bachelor's degree from Southern Methodist University and an MBA from Harvard. He sits on the board of directors for the 90th largest pension fund, a nationwide trucking company, a bank holding company and a heavy equipment dealer. He is married with twin sons, age 16.

Mark Rose, Resource Conservationist, USDA/NRCS

Mark has spent 19 years with USDA Natural Resources Conservation Service; six years with USDA as Soil Conservationist and District Conservationist in Ohio; 12 years as NRCS Resource Conservation and Development (RD&D) Coordinator with the Great Plains RC&D Southern Maryland RC&D; two years as assistant farm manager at the Northwest Ohio Agricultural Research and Development Center Agronomy Farm; and operated a 1,000 acre cash grain farm in Ohio until 1992. He received his bachelor's degree in agricultural mechanization and systems from Ohio State University.

Rand Fisher, President, Iowa Area Development Group

Established in 1985, Iowa Area Development Group offers a wide range of development services focusing on the marketing, promotion and development of people, products and places. The organization has assisted with over 900 successful business expansions and start-ups which represents more than \$3 billion in investments and 27,000 new jobs for Iowa. Mr. Fisher has a Masters degree in public

administration from the University of Iowa. He served as executive assistant to the Governor of Iowa for five years and currently serves on the Board of Directors of the Iowa Association of Business and Industry and is a member of the Professional Developers of Iowa and the National Rural Economic Development Association.

Cynthia Haskins, Marketing Consultant

With over 22 years of experience, Cynthia has worked with marketing giants such as Dole, Sunkist, and Washington Apple Commission implementing marketing strategies with retailers and food service outlets throughout the country. Cynthia has served as marketing brand manager for two New Zealand organizations, president of a 1,200 member agriculture association, and general manager for a multimillion dollar food service distribution center. Haskins shares a "how to" approach on how to market to the food service and retail industry.

Rusty Lee, Producer

Rusty was born and raised in South Georgia on a diversified crop and livestock farm. He received bachelor's degrees in agriculture and agricultural engineering and a master's degree in agriculture. He was a design engineer for a farm machinery manufacturer before becoming a full-time farmer in 1999. Today, he primarily grows corn, wheat, soybeans and tomatoes near Troy, Missouri. He markets tomatoes and other vegetables cooperatively with a fellow farmer/partner.

Jeff Whetstine, Management Supervisor, Osborn & Barr Communications

Jeff grew up on a dairy farm in Cahoon, Mo. and now leads the Osborn & Barr Communications team responsible for growth accounts, including Michelin Ag Tires, American Soil Technologies, Lawborn Farm Services and the Propane Energy Research Council. Other responsibilities at Osborn & Barr have included leading the Monsanto account. He received his bachelor's degree in Agricultural Economics at the University of Missouri. He enjoys the challenge of working with clients to grow their businesses.

Stephen D. Barr, Co-Founder and CEO, Osborn & Barr Communications

Steve is responsible for management of Osborn & Barr Communication's 125-person staff. Steve has managed client programs for Deere & Company, Monsanto Agricultural Group, Merck AgVet, John Deere Credit, Potash Corporation of Saskatchewan, Monsanto Canada, Ceregen, United Soybean Board, Agricultural Retailers Association, National Cattlemen's Beef Association and the Conservation Technology Center. He owns agricultural equipment dealerships in eastern Iowa and is active in his family's 1800-acre row-crop farming operation in central Missouri. Steve has a degree in journalism from the University of Missouri.

Paul Ladehoff, Director, University of Missouri-Columbia Campus Mediation Services

Paul is training coordinator for the Center for the Study of Dispute Resolution and director of the University of Mis-

SPEAKER BIOGRAPHIES *Continued*

souri-Columbia Campus Mediation Service. Paul is an honors graduate of the University of Nebraska College of Law and served as a trial attorney for the U.S. Department of Justice, Environment and Natural Resources Division. An experienced mediator and mediation trainer, Paul assists individuals and groups with communication and decision making in conflict situations.

Sam Glenn, "The Chalk Man"

For eight years, Sam has made a positive impact on organizations all over America. Once a nighttime janitor, sleeping on floors, broke and riddled with doubt, failure and depression, Sam made some new and empowering choices that changed his life. One of those major choices was to change his attitude. The author of 12 books, Sam has spoken to more than two million people and to audiences as large as 75,000 people. He shares his message with more than 100 audiences each year.

Dr. Michael Boehlje, Professor, Purdue University

As a professor of agricultural economics at Purdue University, Dr. Boehlje teaches undergraduate and graduate courses in agricultural finance; holds extension programs in finance and strategic management with farm, finance, and agribusiness firms; and is a frequent speaker at finance and agribusiness conferences and workshops. With his combination of ongoing experience in the farm-management business and his position as an educator and industry consultant, he gives a unique perspective on the changes and opportunities that face agribusiness firms.

Brent Bryant, Executive Vice President, Missouri Cattlemen's Association

Brent oversees all aspects of the fast growing membership driven organization. He works to improve the economic opportunities for all of Missouri's cattle producing families. He grew up on a farm in northwest Iowa and received a degree in Agriculture Economics from Iowa State University.

Gary Marshall, Executive Director, Missouri Corn Growers Association

As chief executive officer, Gary oversees all aspects of the state's corn industry. He focuses on agriculture research, legislation, education and communication and guides a 13-member board of directors and a nine-member staff. He owns and operates a crop and livestock farm near Jamestown and graduated from the University of Missouri with a degree in agriculture economics.

Don Nikodim, Executive Vice President, Missouri Pork Association

For the last 20 years, Don has expanded the association's promotion, education, research and public policy efforts. He previously served as farm management specialist with University Extension and coordinated the Missouri State Swine Tour. He grew up on a farm near El Dorado Springs and graduated from the University of Missouri with a degree in agriculture.

Dale Ludwig, Executive Director, Missouri Soybeans

Dale oversees promotion and research activities supported by the soybean checkoff, and directs membership activities for thousands of Missouri's soybean farmers. Previously, he worked in the agribusiness marketing and communications industry with Monsanto and Cargill Nutrena. As a graduate of the University of Missouri with degrees in animal science and agricultural economics.

Steve Siemens, Founder and President, Siemens People Builders

Steve's current clients range from small businesses to Fortune 500 companies. With community service an essential part of Steve's life, he is president-elect for Kiwanis International, a member of the Board of Governor's for the Iowa Easter Seals and has served as Chairman of the Iowa Board of the Fellowship of Christian Athletes. Steve has been awarded the Certified Speaking Professional (CSP) designation from the National Speakers Association of which only 7 percent of speakers worldwide have attained.

OTHER MEETINGS OF INTEREST

Sunday, December 12

12:00 noon, Parasol I
Agriculture Leadership of Tomorrow (ALOT) Annual Alumni Awards Luncheon and Meeting

1:00 p.m., Room 61/62
FFA Contest Presentations

2:00 - 5:30 p.m., Room 74
Mo. Corn Growers Association

2:30 p.m., Windgate 71/72/73
Missouri Agribusiness Academy 2004 Class Reception

3:00 p.m., Windgate 63
Advisory Commission for the Marketing of Mo. Agricultural Products

3:00 p.m., Parasol II

Freshmen Legislators Reception

4:00 p.m., Magnolia Room
AgriMissouri Award Recipients

Tuesday, December 14

12:00 noon, Windgate 70/71
Mo. Agricultural and Small Business Development Authority (MASBDA)

1:00 p.m., Windgate 61
Mo. Agricultural Land Management Resource Institute (MALMRI) Meeting

MARKETING MISSOURI AGRICULTURAL PRODUCTS FOR THE 21ST CENTURY CONTEST

Sponsored by Farm Credit Services of Missouri

The Missouri Department of Agriculture and the Missouri Governor's Conference on Agriculture are pleased to host the Marketing Missouri Agricultural Products for the 21st Century Contest on Sunday, December 12. This is a team contest that encourages FFA students to

develop marketing plans for their use of Missouri value-added products. This competition also helps students build valuable leadership and communication skills. For more information, call 1-877-398-3305 or 573-751-2670.

December 12, 2004

Taste of AgriMissouri Reception Menu

American Black Walnut Marketing Board
Hammons Products Company
Black Walnuts
Black Walnut Cookies

Blueberry Council of Missouri
Blueberry Sauce

Missouri Aquaculture Association
Missouri Aquaculture Council
Fried Catfish
Smoked Trout
Smoked Paddlefish
Prawn Jambalaya

Missouri Apple Merchandising Council
Missouri Apple Cider

Missouri Beef Industry Council
Missouri Cattlemen's Association
Missouri CattleWomen
Steak Savannah

Missouri Beefalo Association
Roast & Brisket

Missouri Corn Growers Association
Coca-Cola Products

Missouri Dairy Association
Martin Dairy
Ice Cream
Milk
Egg Nog
Real Dairy Creamer

Missouri Egg Council
Deviled Eggs

Missouri Emu Association
Emu Chili

Missouri Pork Association
Pulled Pork

Missouri Rice Research &
Merchandising Council
Rice Salad

Missouri Sheep Merchandising Council
Missouri Sheep Producers, Inc.
Leg of Lamb

Missouri Soybean Programs
Pony Express Gold Beer

Missouri State Beekeepers Association
Garden Salad with
Honey Dijon Poppy Seed Dressing

Missouri Vegetable Growers Association
Fresh Vegetable Tray with Dip

Missouri Wine & Grape Advisory Board
Assorted Missouri Wines

The Poultry Federation
Turkey Pot Roast
Hot Wings
Buffalo Bites

United Missouri Goat Producers
Goat Milk Fudge
Goat Cheese
Wild Rice Cabrito Pilaf

RECOGNITIONS

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this conference would not be possible.*

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MFA Incorporated
Missouri Ag Industries Council
Missouri Beef Cattlemen
Missouri Farm Bureau Federation
Missouri Forest Products Association
Missouri Limestone Producers Association
Missouri Livestock Marketing Association
Missouri Seed Improvement Association
Missouri Seedmen's Association
Monsanto
NeCo Seed Farms, Inc.
Nestle Purina PetCare Co.
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Rabo AgServices
Riceland Foods, Inc.
Syngenta Crop Protection, Inc.
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Willow Brook Foods

SCHOLARSHIP PROGRAM SPONSORS

*This program is designed to provide Missouri farm couples
and young farmers with an opportunity to participate in the
Governor's Conference on Agriculture.*

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Missouri Pet Breeders Association
Missouri Pork Association
Missouri Resource Conservation and Development Council
Missouri Rice Research & Merchandising Council
Missouri Soybean Association
Missouri State Fair
MU Commercial Agriculture Program
Premium Ag Products, LLC
Rabo AgServices
Southwest Missouri State University Fruit Experimentation Station
St. Louis Community College – Life Science
University of Missouri Center for Agroforestry
University of Missouri - Columbia Water Quality
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